EMPOWERMENT OF RURAL WOMEN THROUGH SMALL SCALE SKILL BASED ENTREPRENEURIAL UNITS

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SECTION: 1 INTRODUCTION

In India majority of the workers are in the informal sector. In the Indian economy, the women workers of low socio economic status are the most vulnerable groups in informal sector due to the irregular nature of work**.** The National Policy for Skill Development and Entrepreneurship (2015) envisions skill development as a vehicle for women's empowerment. To impart skills to women, the government has taken up steps like the Skill Development Initiative Schemes under Directorate General of Employment and Training. This initiative aims at developing over 10,000 training providers under which 12.6 lakh woman have availed the benefits. Besides these there are 402 women ITIs and 1134 women wings in ITIs, which provide training to 1,41,907 women annually. Furthermore, vocational training schemes for women are being run by 10 Regional Vocational Training Institutes (RVTIs) in the country. The government has proposed to open 8 more Regional Vocational Training Institutes (Swaniti initiative,2015).

Malyadri (2014)suggests that women constitute almost 50 per cent of the world population. So the socio-economic participation of women at the local, regional, national and international levels means using significant potential resources more effectively. It is hence now necessary to understand the impact of women entrepreneurs on economic development of country. The involvement of women in various entrepreneurial activities empowers them in social, economic, cultural and other related fields. This can be understood from the women entrepreneurs who have been making significant impact in all segments of the economy in the developed countries like Canada, United Kingdom, Germany, Australia and United States.

1.1 Women entrepreneur

Women entrepreneur is one who takes initiative and risks to set up a business enterprise and runs it in the face of risk and uncertainty for the purpose of generating self-employment, income and growth. She identifies opportunities and assembles the necessary resources to capitalize on them.

She has business aptitude. According to Sudha(2007)**,** "Any woman or group of women who innovate, imitate or adapt an economic activity may be called women entrepreneur". Menani and Manish (2014) stated that, at present women are launching small business at twice the rate of men. With the turn of century, women are enjoying a better socio-cultural environment. Now a days society and government are recognizing women empowerment through the provision of employment of women, economic independence by women, business venturing and establishment of various types of enterprise by women.

Government of Indiahas defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. In India, although women constitute approximately, 50% of the total population, entrepreneurial world is still a male dominated one. Women entrepreneurs in India have to cope up with various socio-economic problems of attitude, support and society. In fact these are the major determinants of women entrepreneurial success. The social and cultural role played by women places additional burden on them. Women entrepreneurs face difficulties in getting finance which is a critical resource for venture creation. Now a days number of schemes and programs are there to promote self-employment among women. A number of state and center government institutions and non-government organizations are engaged in the field of promoting entrepreneurship among women(Manisha, 2013).

1.2 Women Entrepreneurship in India:

Mallikarjun andParamanand (2013)stated that, women are to be considered as equal partners in the process of development. But Indian women have remained at the receiving end because of centuries of exploitation and subjugation. Women in India have been the neglected lot. Women constitute almost half of the total population in the world. But they have played a disproportionately small role in business activities. They have not been actively involved in the mainstream of development even though they represent equal proportion of the population in the labor force. As per the 2001 census,

women as an independent target group, account for 495.74 million and represent 48.3% of the country's population. According to Phurailatpam (2007)from the past two decades, there has been a gradual change in the status of women in majority of the developing countries. Women are discovering themselves and trying to create a niche for themselves in all the fields.

In today's changing scenario, skills for entrepreneurial development have become important. Many entrepreneurial opportunities are emerging in various fields, out of which a few are computers, electronics, medicine, agriculture, food technology and fashion designing. Thus women entrepreneurship in these fields can be recognized as a vehicle for their economic growth for women**.**

1.3 Entrepreneurial development and role of women

In the industrialization of any country, Small Scale Industries play a significant role. The nature and characters of Small Scale Industries is suitable for women to become entrepreneurs.

According to Gurusamy., et.al (2012), women entrepreneurial development is one of the most important areas on which majority of countries have been focusing as a part of over all Human Resource Development. It is well ascertained by policy makers across the countries that strategic development of an economy requires equal participation and equal opportunities to all sects and genders. It is also realized that for sustainable socio-economic development, entrepreneurial development is one of the significant factors.

In developing economies, the small savings of rural areas are contributing more in establishing small and micro enterprises. In the light of demise of rural artisanship, entrepreneurship has been given much importance. Women are gifted with innate power that can make them successful entrepreneurs. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Vinesh (2014) stated that there are evidences to believe that countries which have proportionately higher percentage of entrepreneurs in their population

have developed much faster as compared to countries, which have lesser percentage of them in the society. In India, women constitute around 48 percent of the population but their participation in the economic activities is only 34 percent. As per the Human Development Report (2007), India ranks 96th on the gender related development index of 137 nations. The gender empowerment measures, which estimate the extent of women participation in the country's economic and political activities, rank India as 110th of the 166 nations.

1.4 Importance of skill development

Skills and knowledge are the motivating factors of the economic growth and community development of any country. They have become even more important in this increasing pace of globalization.

India is among the young countries in the world with the proportion of the work force in the age group of 15-59 years growing steadily. However, present status shows that only 2% of the total employees in India have undergone skills development training. India can become the worldwide sourcing hub for the skilled employees (FICCI,2010).

According to Government of Karnataka, skill building can be viewed as a device to improve the efficiency and contribution of labor to overall production. It is an important element to push the production possibility and to take growth rate of the economy to a higher route. Skill building could also be seen as a tool to empower the individual and improve their social acceptance.

1.5 Government Policies on Skill Development

With the 11th Five Year Plan, Government has recognized the need for Skill Development and is providing a framework to address the situation. The first National Skill Development Policy was framed in 2009 and subsequently National Skill Development Mission was launched in 2010. The 12th Five Year Plan observes that skill development programmes in the past have been run mainly

by the government, with insufficient connection with market demand. It has called for an enabling framework that would attract private investment in Vocational Training through Public–Private Partnership (Sujata,2015).

So, for the fulfillment of the need of skilled population, Government of India started some skill development programs in India. A few are mentioned below

1.5.1 Skill India Mission

"Skill India" Programme was started in March 2015 by the Prime Minister. The main aim of this programme was to create opportunities and scope for the Indian youth and to focus more on the sectors already working for skill development. The programme aims to provide skill development and training to 500 million youth of our country by 2020. This programme will cover each and every village and is focused on skilling youth so that they can get employment or become an entrepreneur (Skill India Programe, 2015).

1.5.2 PradhanMantriKaushalVikasYojana

This is a flagship outcome-based skill training scheme aimed at benefiting 24 lakh youth. A monetary reward is provided to trainees on assessment and certification. The steering Committee for PradhanMantriKaushalVikasYojanais responsible for providing directions for implementation. The scheme is run through the National Skill Development Corporation , by the Ministry of Skill Development and Entrepreneurship.

1.5.3 DeenDayalUpadhyayaGrameenKaushalyaYojana

The Skill component of NRLM, and Aajeevika Skills has been revamped as the DeenDayalUpadhyaya- GrameenKaushalYojana. The minimum entry age for the scheme has been reduced from 18 years to 15 years. Training will be imparted through 1500-2000 centers which are

to be set up for this purpose over the next two years. The Government is also exploring a Project for providing livelihoods and Full employment for skilling the unskilled workers registered in NREGA (Nayak, 2016).

1.5.4 Uttar Pradesh skill development mission

The Mission of "Uttar Pradesh Skill Development Mission" is to integrate efforts of various departments of the state and central organization engaged in providing skill development training. The mission aims at providing employment oriented and placement linked training in vocational skills to 45 lakh youth in the age group of 14 to 35 year by 2016-2017. The programme tends to partner with government and private training provider, ensuring equitable access to the most disadvantages, including women. The mission aims for placement of preferably at least 70% of the trained youth in gainful wage and self-employment in order to enable them to contribute to the economic development of the state.

1.6 Need of the study-

The National Policy on Skill Development (2015) highlights that in order to improve the productivity of the economy, participation of women in the labor force needs to be improved. Economic growth and development of any country is determined by human, physical and financial resources. Sanghi and Sarija(2015) stated that skill development is negatively related to poverty. That means poverty can be reduces by the skilled workforce. Skilled women can run their enterprise starting from a small level moving on to large volumes. It is a well-known fact that women entrepreneurship has been associated with women empowerment as well as increasing the quality of life and confidence level of women in the developing world.

The present study is proposed to empower rural women by establishing skills based entrepreneurial units in the targeted area and studying the impact of women entrepreneurial efforts on empowerment of women(UPSDM, 2015).

1.7Statement of the problem

"EMPOWERMENT OF RURAL WOMEN THROUGH SMALL SCALE SKILL BASED ENTREPRENEURIAL UNITS"

The topic is quite vast hence following objectives have been framed in order to proceed with the study.

1.8 Objectives of the study

1. To assess the status of rural women on selected domains of empowerment.
2. To identify skills available with women in the target group.
3. To upgrade the textile related skills of the targeted rural women.
4. To Increase awareness of group towards market needs quality of production and cost of production.
5. To establish skills based entrepreneurial unit in the targeted areas.
6. To study the impact of entrepreneurial efforts on women empowerment.

1.9 Operational definitions

- **Empowerment: "**Empowerment is defined as the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights**" (Oxford dictionary, 2016)**.

  For the proposed study the term empowerment will consider the domains of income generation, physical mobility for work, confidence level, decision making power and family respect.

- **Rural:** A rural area is a geographic area that is located outside towns and cities (Wikipedia).
- **Small scale enterprise:** a small-scale enterprise is a business that employs a small number of workers and does not have high volume of sales**.**

1.10 Delimitations of the study

- The study will be limited to a sample of 120 rural women only.
- The study will be conducted in Agra division only.
- Women who possess some skills related to textile like sewing, embroidery, knitting, quilting, printing, crocheting and dyeing will only be selected for the present study.

SECTION II: REVIEW OF LITERATURE

Literature review is a survey of important articles, books and other sources pertaining to a specific research topic. This includes a summary of the main studies and research related to the topic. It helps to contextualize or frame the research. It is also give researcher the necessary background to understand the research. For the present study, the related literature is compiled on the basis of variables, included in this study such as women empowerment, need of skill development, training of rural women and small scale enterprise.

2.1 Women empowerment

Akram, et al (2015) suggests that socio-economic empowerment of women is an important phenomena and microenterprises seem be to be the important tools for empowering the women socially and economically. He examined the impact of microenterprises on three dimensions of socio economic empowerment which included freedom of movement, economic empowerment and social upliftment. The results showed that impact of microenterprises remains slightly low for social uplift, a bit higher for freedom of movement while it contributed most positively for economic freedom.**Rajeshwari (2015)** in her study stated that "Globalization, Liberalization and other Socio - Economic forces have given some respite to a large proportion of the population. However, there are still quite a few areas where women empowerment in India is largely lacking". She also revealed that empowerment of women could only be achieved by improving their economic and social status. This could be possible only by adopting definite social and economic policies with a view of total development of women and to make them realize that they have the potential to be strong human beings. She recommended that in order to create a sustainable world, one must begin to empower women. **Nagaraja (2013)** highlighted that the status of women in India particularly in rural areas needs to address the issue of empowering women. About 66% of the female population in the rural area is unutilized. This is mainly due to existing social customs. In agriculture and animal care, women contribute 90% of the total workforce. Women constitute almost half of the

population, perform nearly 2/3 of work hours, yet they receive 1/10th of the world's income and own less than 1/ 100th of theworld's property. Among the world's 900 million illiterate people, women number is more than men. 70% of people living in poverty are women.**Dhruba(2011)** stated that today these different acts and schemes of the central government as well as state government to empower the women of India. But in India women are discriminated and marginalized at every level of the society, whether it is social participation, political participation, economic participation and also access to education. Women are found to be economically very poor all over India. A few women are engaged in services and other activities. So, they need economic power to stand on their own legs. **Duflo (2011)**revealed that Women's empowerment and economic development are closely interrelated. While development itself brings about women's empowerment, empowering women will bring about changes in decision-making, which will have a direct impact on development of the country.

2.2 Need of skill development

World Bank (2014) reported that "acquiring new skills can boost income by 21 per cent and training programmes boost the employment rate of women more than men although they end up earning 20 per cent less than their male counterparts. All government-backed training schemes have a positive impact on income or even employment prospects. **FICCI (2013)** highlights that in orderto bridge the widening gap between industry needs and available workforce, skill development has become a priority in India. About 90% of the jobs in India are reportedly skill based and require vocational training. Furthermore, initiatives for the organized sector have gained momentum over the last few years due to rapid advancement in the country's manufacturing and services sector.There is no robust skill development framework for the unorganized sector, due to which a majority of workers employed in this sector lack any kind of formal skill development training**. Rao (2015)**states that, this is the right time for the Indian economy to devise and implement appropriate skill development framework to accelerate the skill development process and emerge as the global

hub for knowledge and skills**.** According to thestudy conductedby **NSDC,** it was found that there is a complete mismatch between industry requirements and aspirations of the youth. The youth aspiration for education and other services was high, while the incremental manpower requirement was very low. **The National Policy on Skill Development (2015)**highlights that skill development is the focus area of government policy. It is central to accessing employment in the formal sector and enhancing productivity in the informal economy for reducing poverty and risk of underemployment. The National Policy on Skill Development aims to train about 104.62 million people afresh and additional 460 million are to be reskilled, up-skilled and skilled by 2022.

2.3 Training of rural women

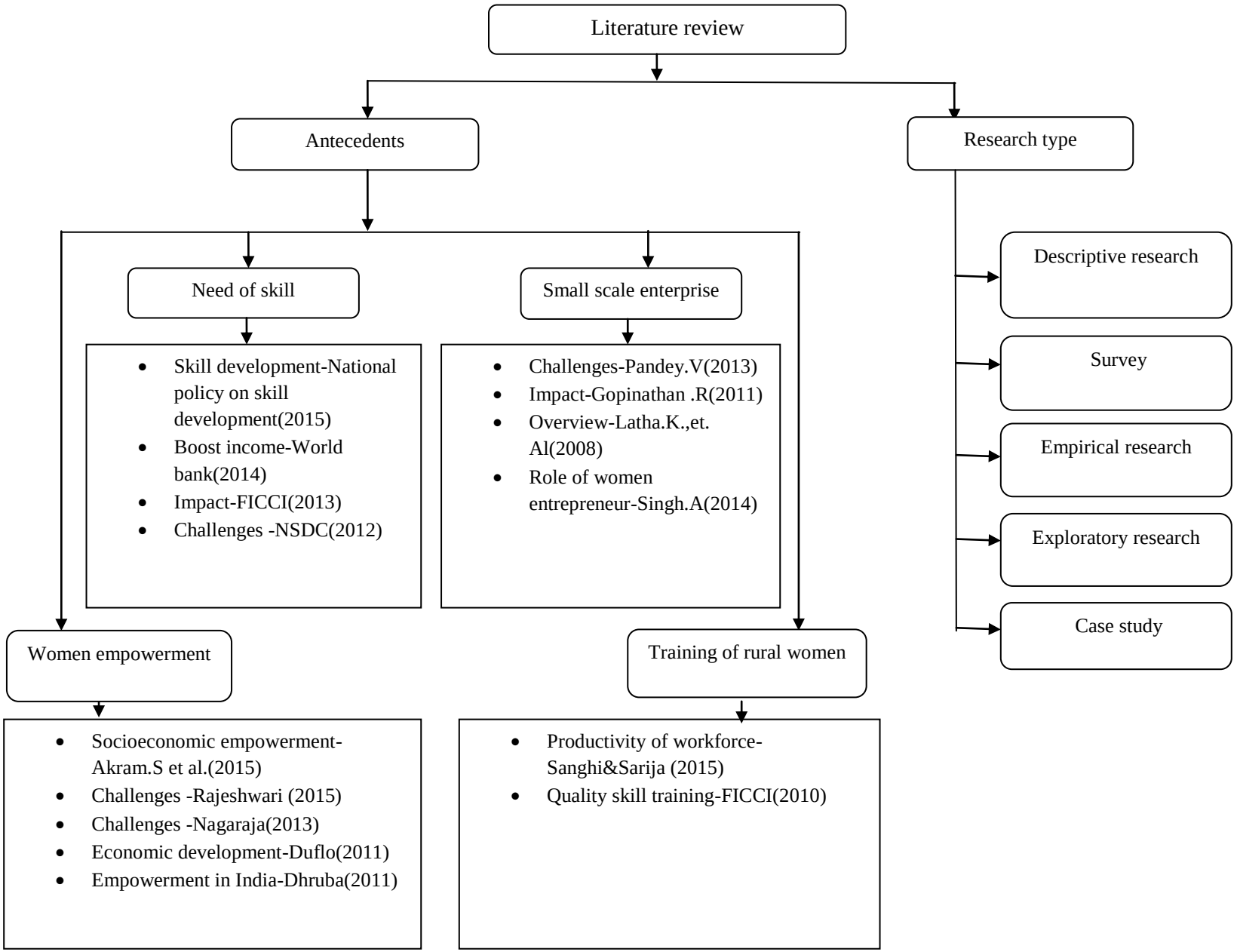
Sanghi andSrija (2015) suggestthatthere is a need to make better assess and quality of training inmarginalized section of societymainly in the rural areas to increase productivity and income.This will helps to link opportunities for better livelihood and employ rural people. In India this is very important as the large pool of the demographic group resides in the rural areas. This requires increase in training capacities for high-quality skills in respond to rapidly changing skill needs. The realization of their potential and contribute to economic and social development and maintain not only their employability but also sustainability of enterprises.**Brewer (2013)** states that secondary education and training can transmit vocational skills. Therefore more initiatives are needed to improvecontribution, access to such provisions. Skill training is important to achieve high productivity and sustainability of any enterprise.

FICCI (2010)says that Skill development initiative for India is profitable and these initiatives make the country 'global manpower hub.'

2.4 Small scale enterprise

Pandey(2013) states thatcottage and small-scale industrial sector plays a dominant role in the economic development of both developed and developing countries. In developing countries,cottage

and small-scale industries are especially important in context of employment opportunities, equitable distribution of national income, balanced regional growth and development of rural and semi urban areas. If the small scale sector is to act as an agent of decentralization in rural and sub-urban areas, the government should come forward by strengthening the infrastructure in the rural and semi-urban areas and improve the transport facilities, raw materials facilities, providing more financial help.Gopinathan.R(2010) revealed that the impact of entrepreneurial development among women with micro enterprise have displayed a positive impact on the family. For attaining this, several promotional agencies and institutions have been set up at national and state levels. Latha.K (2008) finds that in a developing country like India, Small Scale Entrepreneurship plays a significant role in economic development of the country. These industries, by and large represent a stage in economic transition from traditional to modern technology after globalization. Most of the small scale industries use simple skills and machinery. Besides playing economic role in the country, small scale industries, because of their unique economic and organizational characteristics, also play social and political role in local employment creation, balanced resource utilization, income generation and in helping to promote change in a gradual and peaceful manner. He finds that the study of entrepreneurship is essentialnotonly to solve the problem of industrial development but also to solve the problem unemployment, unbalanced area development, concentration of economic power.


Literature review
Antecedents
Research type
Need of skill
Small scale enterprise
Descriptive research
Survey
Empirical research
Exploratory research
Case study
Skill development-National policy on skill development(2015)
Boost income-World bank(2014)
Impact-FICCI(2013)
Challenges -NSDC(2012)
Challenges-Pandey.V(2013)
Impact-Gopinathan .R(2011)
Overview-Latha.K.,et. Al(2008)
Role of women entrepreneur-Singh.A(2014)
Women empowerment
Training of rural women
Socioeconomic empowerment-Akram.S et al.(2015)
Challenges -Rajeshwari (2015)
Challenges -Nagaraja(2013)
Economic development-Duflo(2011)
Empowerment in India-Dhruba(2011)
Productivity of workforce-Sanghi&Sarija (2015)
Quality skill training-FICCI(2010)

		Content														Research approach				
		Women empowerment				Need of skill development			Training of rural women		Small scale enterprise									
S. No.	Researcher	So. economic empowerment	Challenges	Economic development	Empowerment in India	Boos t income	Impact	Challenges	Productivity of workforce	Quality skill training	Challenges	Impact	Overview	Role	Gender equality	Descriptive	Survey	Empirical	Exploratory	Case study
1.	Ekwe.M (2014)											✓				✓				
2.	Belal Y.A.S(2013)											✓							✓	
3.	Chibuna,A.L(2013)												✓					✓		
4.	Onah (2006)													✓					✓	
5.	Akram(2015)	✓																		✓
6.	Bolale(2007)													✓						✓
7.	Goheer(2013)	✓																✓		
8.	Sanghi&Sarija (2015)								✓									✓		
9	Rani.G.S(2016)														✓			✓		
10.	Dangol,R.(2010)			✓														✓		
11.	National policy on skill development(2015)						✓										✓	✓		
12.	FICCI(2010)									✓							✓	✓		
13.	World bank(2014)					✓												✓		
14.	Rajeshwari (2015)		✓																✓	
15.	Nagaraja(2013)		✓																✓	
16.	Pandey.V(2013)										✓									
17.	Gopinathan .R(2011											✓						✓		

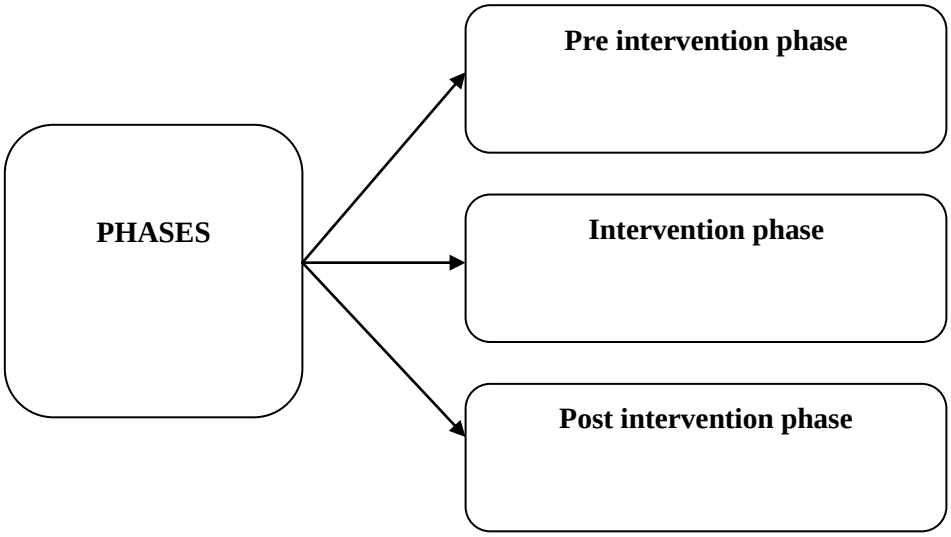
S. No.	Researcher	So. economic empowerment	Challenges	Economic development	Empowerment in India	Boos t income	Impact	Challenges	Productivity of workforce	Quality skill training	Challenges	Impact	Overview	Role	Gender equality	Descriptive	Survey	Empirical	Exploratory	Case study
18	Duflo (2011)			✓														✓		
19	Dhruba (2011)				✓												✓	✓		
20	FICCI(2013)						✓										✓		✓	
21	NSDC(2012)							✓									✓		✓	
22	Verma, B. (2015)							✓									✓	✓		
23	Gobbi (2005)			✓														✓		
24	Madukar, M. (2015)					✓												✓		
25	Esplen(2007)														✓			✓		
26	Ayand, M.(2011)											✓						✓		
27	Elaret,M.(2007)											✓					✓	✓		
28	Meenakshi, et,al. (2013)													✓				✓		
29	Sharma, A. (2015)													✓				✓		
30	Anuradha (2013)						✓											✓		
31	Singh,M.(2013)											✓								✓
32	Vijayakumar (2013)										✓						✓			
33	Singh, A. (2014)													✓					✓	
34	Sharma, Y(2013)		✓														✓			

SECTION III: METHODOLOGY

Research is a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories and application methodology followed by particular discipline. Thus research methodology is the way of conducting a research.

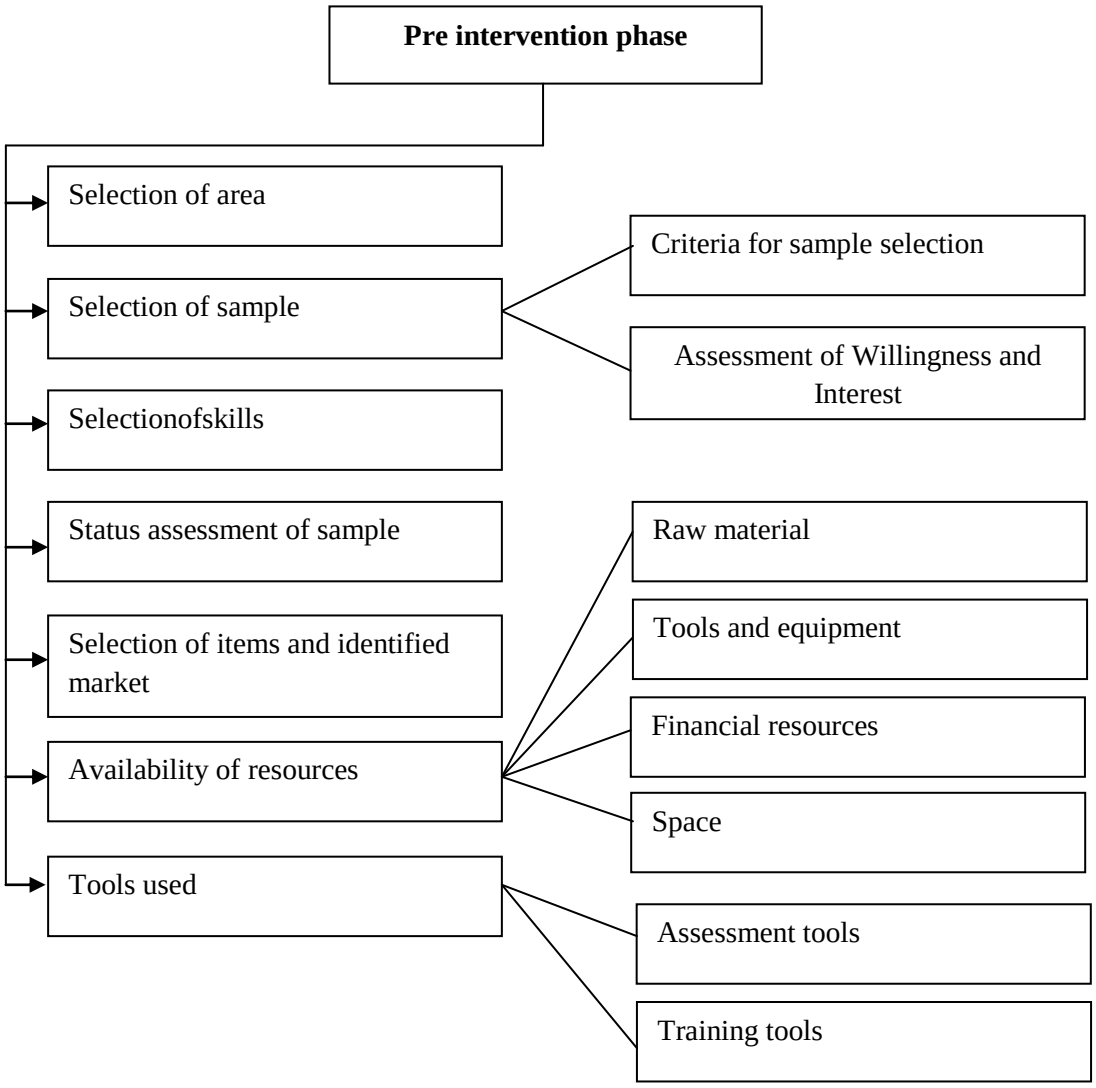
The present study aims to empower rural women by establishing production units which would be based on skills prevailing in the targeted areas. A skill upgradationprogramme in the targeted area will be designed keeping in mind the prevailing skill of rural women. Attempts would enable them to earn livelihood and contribute in their family income using the potential skills. The study focuses on empowering rural women by establishing a sustainable entrepreneurial unit for women in the rural areas.

The present study is an experimental study and would be carried out in three phases which are detailed below.



3.1 Pre intervention Phase

The study is planned to empowering rural women by establishing small scale skill based entrepreneurial units. For this the first step would be to explore and identify the interest of the rural women regarding skills which are prevailing with them and their willingness to upgrade the skills in order to earn a livelihood.



3.1.1 Selection of area: The present study will be conducted in Shahjahanpur district of Uttar Pradesh and Harda district of Madhya Pradesh. In both these districts five villages will be randomly selected for the study.

3.1.2 Selection of sample

Women who have interest and posses any skills would be identified as sample. For the present study skills which are related to garment or apparel sector like sewing, embroidery, knitting, quilting, crocheting, dyeing or printing would preferably be selected. Voluntary participation of women would be encouraged from the target area.

The criteria for identification of women to be selected for the present study are mentioned below–

- Women residing in rural area will be selected for the study.
- Women between 15 to 40 years will be selected for the study.
- Women who have interest and who possess some skills related to textile products like sewing, embroidery, knitting, quilting, crocheting, dyeing or printing will be preferably selected for the present study.
- The willingness and interest of women would be assessed. Those women who have interest and are willing to upgrade their skills will be selected for the study. A self-designed questionnaire will be used for the assessment of willingness and interest of the sample.

- Sample size – Total 120 women will be selected from the target area. 60 women from Agra district and another 60 from the Firozabad district will be selected. The sample may be distributed at various locations of the two selected districts. A group of 5 to 25 women from one village would constitute a small cluster for the entrepreneurial activities. For the present study total 8 villages will be selected.

3.1.3 Selection of skills: A survey of selected villages in Shahjahanpur and Harda district will be conducted and the skills which are prevailing in the sample residing in these areas would be assessed. After identifying the skills, the women who possess these skills would be registered for the study. For the assessment of skill level, a practical test by each selected sample would be done. This practical testwould be assessed and the skill level of sample would be assigned. Assessment of skill level would be done on a self-designed rating scale which is given in the Table 1.

Table no. 1 Rating scale for assessment of skill

S.No.	Rating score	Skill levels
1.	"1"	Knows about skill and is interested in it.
2.	"2"	Is introduced to the skills, but cannot make anything.
3.	"3"	Familiar with 8-10 items which can be prepared with the selected skills.
4.	"4"	Needs additional training for 1week on the skill to get best quality production.
5.	"5"	Is Highly skilled in making good quality products.

After the selection of sample, on the basis of skill level, the sample will be registered for further training. The duration of training will be according to their skill level.

3.1.4 Status assessment of sample: -Before intervention the status related to empowerment of women will be assessed. For this, specific domains of empowermentof the selected sample would be assessed, which include income, confidence level, decision making power, family respectand independent physically mobility for job.Aself-designed questionnaire would be used for assessing these domains.There would be 10questions on each domain and the cumulative scores of each domain would be assessed. The level of empowerment will be assessed on the bases of score achieved by the sample.

3.1.5 Selection of items and market exploration: - For production purpose, some items or products need to be selected**.** The selection of item will be according to skills, the local and regional market located around the selected area would be explored. Assessment of market demand will be done by survey technique. After conducting the survey, on the basis of market demand, item for production will be selected. Once the item is produced in large quantity, market identification for sale of products would be done by survey technique.

3.1.6 Availability of resources: - Resources are the basic elements of any enterprise. In the present study, identification of the available resources related to selected items would be done in the area. Survey and observation technique will be carried to identify the resources. Following resources would be explored.

- Raw material
- Tools and equipment
- Financial resources
- Space

- **Raw material**: - Raw material is the basic requirement for producing any kind of products for any entrepreneurial unit. Availability of raw material around the local area will save lot of transportation cost and time. Products selected and produced using the right quality of raw material would have high value, optimum cost and greater acceptability in the market. For sourcing of raw material, local and regional market of selected locale would be explored.
- **Tools and equipment**: -For quality production, knowledge and usage of right type of equipment will be necessary. For the selected products to be produced, right type of tools and equipment will be arranged.
- **Financial resources**: Attempts to arrange finance for production from government organization or non-government organizations like "Gram PradhanNidhi" from gram panchayat would be done.
- **Space**: Enough Space is mandatory for running any type of entrepreneurial unit. Space is also needed for the production and storage of produced items. Space which will be convenient for all participants will be determined so that the beneficiaries can easily come and join the skill upgradation training. For production either beneficiary would produce at their household level or a central place which is approachable for all samples would be identified. Small storage place will also be arranged at all villages on basis of voluntarily approval and participation of the beneficiaries.

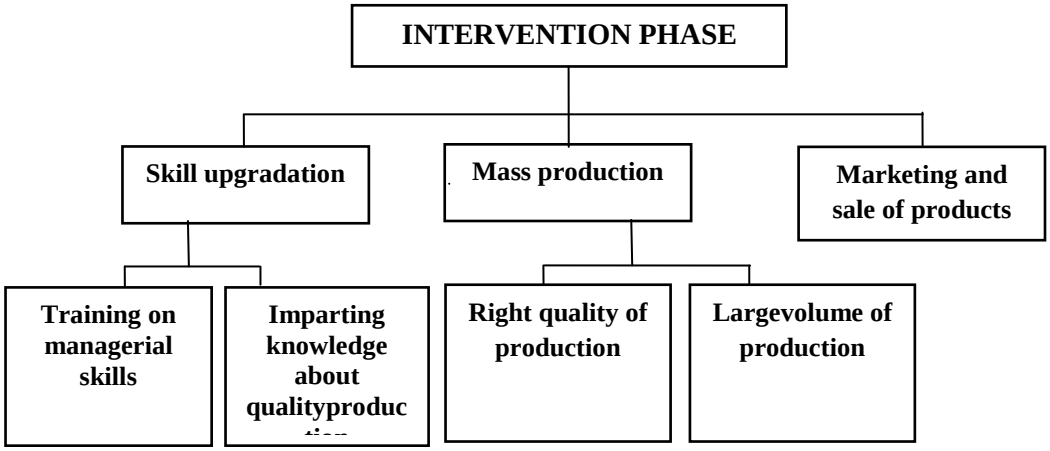
3.1.7 Tools used: - In the present study various tools for assessment and training of women would be used. The tools are mentioned in table 2.

Table no. 2 Tools proposed to be used in the study

Assessment tools	
Objectives	**Tools used**
1. Assessment of willingness and interest of women.	**1. Questionnaire**
2. Status of women on selected domains of empowerment.	
3. Impact of women's entrepreneurial efforts on empowerment of women.	
4. Assessment of skill level of selected sample.	**2. Rating scale**
5. For resource identification	**3.Survey technique**
6. Selection of skills in the selected area.	
7. Identify market and demand for the selected products.	
8. Selection of items for mass production.	
Training tools	
9. Training of the rural women for skill upgradation.	1. Demonstration and Audio-visual aids
10. Training of managerial skills and marketing skills to sample.	2. Special lectures and workshops
11. Imparting knowledge and awareness about quality production.	

3.2 INTERVENTION PHASE

In this phase various efforts desired for establishing a sustainable skill based entrepreneurial unit would be provided. The inputs will include skill upgradation, product planning, scheduling, mass production and marketing of items which would be desired to achieve a successful enterprise.



3.2.1 Skill up gradation: In this phase after the identification of skills, training programs for selected womenwill be organized. For training, if needed, experts would be located and hired to upgrade prevailing skills. This training programme will be conducted in each selected village to upgrade the skill level of sample. During this step, desired training will be provided to achieve appropriate quality of the products. The training programme will run initially for at least 2 to 3 month and may be extended as per the need of the beneficiaries.

3.2.1.1 Training on managerial skills: - Entrepreneurial unit cannot be run without proper management. In this phase training of managerial skills will be provided to few selectedrural women by experts. Various Workshops by experts for women would be arranged in order to impart this training. At least 5 workshops in first year would be planned.

3.2.1.2 Imparting knowledge about quality production: - For marketing of any product, quality is necessary. Expert's lectures on the issue of quality production will be arranged at each

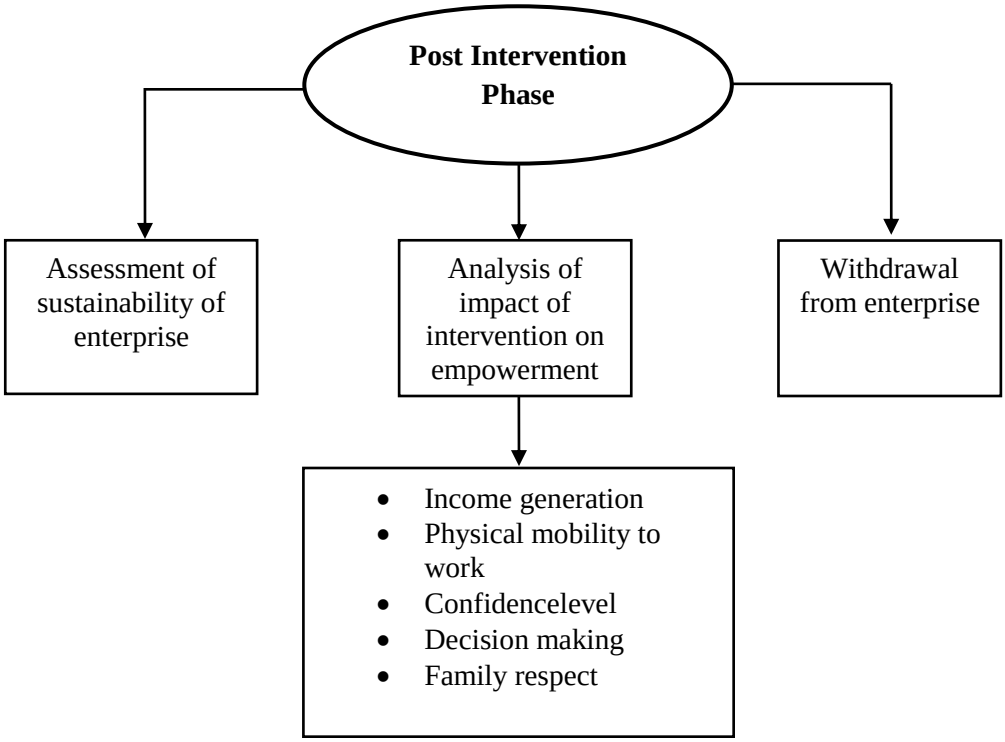
production unit before production of items. In this stage the knowledge of usages of appropriate raw material and other resources for achieving good quality production will also be imparted to the selected rural women of each production unit. Awareness of market needs and current market trend would be integrated in the marketing training. For this a power point presentation will be prepared and audio visual aids would also be used whenever needed.

3.2.2 Mass production:- After the skill upgradation and awareness about quality of production,mass production would be done. Before the bulk production of any selected item, quality assurance is necessary. It should be according to the market need. Quality in production will be achieved by continues practical skill training. It will be checked by the experts during production. After achieving quality in production, products/item will be produced in large quantity.

3.2.3 Marketing and sale: - Once the products are produced in large quantity they would be marketed. For marketing, side by side a group of women will be identified and provided training. The training would include marketing strategies, market dynamics and market competition. Some male members would also be included for this training if need be. This trained group (3-4 members) of each area would then take care to market the products, produced at the enterprise. Hence production following by continuous scale will only ensure the survival of the enterprise.

3.3 Post Intervention phase

After establishing the entrepreneurial units, the sustainability of the unit would be assessed. Only after sustainability is achieved, withdrawal will be planned.



3.3.1 Assessment of sustainability of the enterprise: The sustainability of the productionunit would be assessed on the following parameters:

- High quality of items produced during production process.
- Ensured market demand for the product.
- Enough return on investment for the rural women who invest their efforts and money in production.
- Group members are motivated to take over responsibilities to run the enterprise.

3.3.2 Analysis of impact of intervention on empowerment: Oncethe sustainability of enterprise is assessed, the impact of intervention on empowerment will be studied. For

this the impact of intervention on income generation, physical mobility for work, confidence level, decision making power and respect from family members of the selected rural women would be assessed. Aself designed questionnaire would be used before intervention. It would contain total 50 questions which would include 10 questions from each domain of empowerment i.e.income, physical mobility for work, confidence level, decision making and family respect also. A comparative analysis of the pre intervention status and post intervention status related to empowerment on these five domains would be done to study the impact of enterprise on empowerment.

3.3.3 Withdrawal from the enterprise: After the establishment of skill based enterprise, withdrawal of researcher from the enterprise would be done. This would be done not only to make the enterprise sustainable, but also to empower the group. Once the group of women will take over the complete responsibility of theenterprise that is the quality of productionis maintained and continues order are achieved, the researcher will withdraw their inputs from the enterprise. The time of withdrawal can differ for each center as per the need of beneficiaries. After withdrawal as the basis of experience received from the field a framework for ensuring success in any micro enterprise will be designed. It will be based on success stories achieved in the present study from various small scale established enterprises. The model will provide basic framework starting the steps and inputs to be followed to establish any skill based micro enterprise in a rural area in India.

3.3.4 Statistical analysis: -The data of the study will be tabulated and analyzed with appropriate statistical techniques. The following statistical technique will be used in the present study to analyze the data.

- Percentage
- Percentile
- Arithmetic mean

- median
- student t- test
- Any other statistical techniques will be applied as the data emerges.

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